

AMENDMENTS TO THE CLAIMS

1 1. (currently amended) A method for pricing a classified advertisement, said method
2 comprising:
3 receiving, by a composition engine, text of a classified advertisement from an
4 advertiser, the classified advertisement to be provided access to at least one of a plurality of
5 device types;
6 substantially simultaneously formatting the text of the classified advertisement
7 for at least two of the plurality of device types;
8 displaying the classified advertisement to the advertiser as formatted for the
9 device types;
10 determining a price, by a pricing engine, for the classified advertisement as
11 formatted for the device types; and
12 displaying the price to the advertiser.

1 2. (original) The method according to claim 1, further comprising receiving at least
2 one selection for at least one of the device types to distribute the classified advertisement.

1 3. (original) The method according to claim 1, further comprising receiving a selection
2 for a category to place the classified advertisement.

1 4. (original) The method according to claim 1, further comprising receiving a start date
2 to begin running the classified advertisement.

1 5. (currently amended) The method according to claim 1, further comprising said
2 pricing engine computing a total price based on a selection of the device types to provide access
3 to the classified advertisement.

1 6. (original) The method according to claim 1, wherein the classified advertisement
2 includes an image.

1 7. (currently amended) The method according to claim 6 ~~claim 1~~, wherein the image is a
2 photograph.

1 8. (original) The method according to claim 1, wherein the advertiser of the
2 advertisement includes at least one of an individual and a commercial enterprise.

1 9. (currently amended) A system for pricing a classified advertisement, said system
2 comprising:

3 submission means for receiving text of a classified advertisement from an
4 advertiser, the classified advertisement to ~~be provided~~ be provided access to at least one of a
5 plurality of device types;

6 composition engine means for substantially simultaneously formatting the text of
7 the classified advertisement for at least two of the plurality of device types; said composition
8 means further for ~~means for~~ displaying the classified advertisement as formatted for the device
9 types;

10 pricing engine means for determining a price for the classified advertisement as
11 formatted for the at least two device types; and

12 means for displaying the price to the advertiser.

1 10. (currently amended) The system according to claim 9, further comprising means for
2 receiving at least two selections ~~one selection~~ for at least two device types ~~one device type~~ to
3 distribute the classified advertisement.

1 11. (currently amended) The system according to claim 9, further comprising means for
2 receiving a selection for at least two categories ~~one category~~ to place the classified
3 advertisement.

1 12. (original) The system according to claim 9, further comprising means for computing
2 total price based on a selection of the device types to provide access to the classified
3 advertisement.

1 13. (original) The system according to claim 9, further comprising means for receiving a
2 starting date to run the classified advertisement.

1 14. (currently amended) A computer-readable medium having stored thereon sequences
2 of instructions, the sequences of instructions including instructions, when executed by a
3 computer's processor, causes the processor to:

4 receive, by a computer, text of a classified advertisement from an advertiser, the
5 classified advertisement to be distributed to at least one of a plurality of device types;

6 substantially simultaneously format the text of the classified advertisement by
7 said computer for at least two of the plurality of device types;

8 display to the advertiser the classified advertisement as formatted for the at least
9 two of the plurality of device types;

10 determine a price for the classified advertisement as formatted for the at least two
11 device types; and
12 display the price to the advertiser.

1 15. (currently amended) A graphical user interface (GUI) for providing a user input
2 interface to place a classified advertisement, said GUI comprising:

3 a text area, in said GUI, programmed operable to receive text for the classified
4 advertisement;

5 a plurality of text display areas on a single screen, in said GUI, operable to
6 simultaneously display the text for the classified advertisement, the text displayed in the text
7 areas having different formats; and

8 a plurality of price display areas in said GUI, each of the plurality of price display
9 areas being associated with a different text display area and operable to display a price for
10 placing the advertisement based on the format of the text in the associated text display area.

1 16. (original) The method according to claim 15, wherein each of the plurality of text
2 display areas represent a different output device having access to the classified advertisement.

1 17. (original) The method according to claim 15, wherein the different formats include a
2 different number of characters per line.

1 18. (original) The method according to claim 15, wherein the text in each of the text
2 display areas are individually editable.

1 19. (original) The method according to claim 15, wherein each price is based on a
2 number of text lines in the associated text display area.

1 20. (withdrawn) An online advertising publishing system for publishing advertisements,
2 the system comprising:

3 a database for storing data associated with the advertisements;

4 an interface operable to receive the data associated with the advertisements from
5 a plurality of input sources, at least one of the input sources being an order entry system operable
6 to publish the data to print media; and

7 means for distributing the data across a network.

1 21. (withdrawn) The system according to claim 20, further comprising an interface
2 operable to inspect and edit the data for each advertisement.

1 22. (withdrawn) The system according to claim 20, wherein the database is a relational
2 database.

1 23. (withdrawn) The system according to claim 20, wherein the data is stored in said
2 database in an object format.

1 24. (withdrawn) The system according to claim 20, wherein at least one of the input
2 sources is an online order entry system.

1 25. (withdrawn) The system according to claim 20, wherein the network is the Internet.

1 26. (withdrawn) The system according to claim 20, wherein the data includes an image.

1 27. (withdrawn) The system according to claim 20, wherein the advertisements are
2 classified advertisements.

1 28. (withdrawn) The system according to claim 20, wherein the data is stored in a
2 content markup language format.

1 29. (withdrawn) The system according to claim 20, wherein the order entry system
2 exclusively publishes data to print media.

1 30. (withdrawn) The system according to claim 20, further comprising a translation
2 engine coupled between the order entry system and said database.

1 31 – 45 (Canceled)